

# 7 TOP TRENDS IN MARKETING IN 2016: RADIO READY



## DATA AND INSIGHT-DRIVEN MARKETING: INCREASINGLY AT THE HEART OF EVERYTHING AUDIO



Turning big data into smart insights about audiences and customers will be on the top of marketers' agendas in 2016. They will require such insights from agencies and media partners, over and above traditional reach/GRP statistics. The best solution for combining digital insights with the high ROI of broadcast is data matching.

The pioneer in this field is [iHeartMedia](#) (US). Via its partnership with Unified, iHeart takes advantage of data collected from its 86 million digital users and 75 million social followers and transforms this vast array of information into a smart dataset to understand iHeart's 240 million strong broadcast audience. Data collection, fusion and the resulting informed inventory enable targeting beyond radio's traditional demographics, opening the door for programmatic marketing and digital-like trading for radio.

## AUTOMATED MARKETING AND PROGRAMMATIC ADVERTISING: FROM DRAWING BOARD TO REALITY



Agencies and advertisers are expressing a clear demand for automated and programmatic trading technologies beyond display and video. For the radio business, embracing automation and programmatic drives efficiency in planning and optimisation, but also gives buyers the confidence to commit a fair share of investments to radio via familiar infrastructure to access radio inventory.

Katz Media Group in the US, in partnership with Jelli, has launched [Expressway](#) – a programmatic buying platform for the broadcast advertising inventory of more than 4,000 partner radio stations. On the online audio side, the German sales house [RMS](#), working alongside Amnet and AppNexus, delivered an industry-first programmatic audio campaign for Burger King controlled and optimised in real time.

## MOBILE MARKETING: AUDIO TO TAKE FULL ADVANTAGE



2016 will be the year that mobile marketing matures. An increasing number of global brands expect their media partners to touch their customers out of home and close to the point of sale. Marketers are also experimenting with mobile ad formats and trying to find an effective fit for smaller screens.

Radio delivers the promise of mobile, and audio is a perfect native format for mobile. Radio is the biggest [mobile medium](#). 49% of Americans listen to radio during the half hour before arriving at store (Arbitron Inc and Edison Research). Two thirds of smartphone usage takes place inside the home, while two thirds of radio usage happens out of home (USA Touchpoints).

## UNDUPLICATED REACH AND SINGLE SOURCE MEASUREMENT: NEW METHODOLOGIES TO COME TO AUDIO



With fragmentation of consumption across platforms and devices, the traditional methods used to measure media are being challenged. Marketers want to buy unduplicated reach and enable re-targeting, and therefore call for cross device identification and single source media planning.

[ma Audio](#) is the German audio industry's new convergent currency solution that combines two existing studies with a new panel in order to deliver comparable performance values across broadcast and online channels.

## CONNECTED CAR AND HOME: RADIO TO FURTHER DEVELOP ITS PRESENCE



The development of in-car media apps and connected dashboards will have a big impact on the radio industry, as the car remains the dominant location for AM/FM consumption. In-home digital listening on connected audio devices is also a growing trend. Radio brands need to be present in these connected spaces.

Some of the European markets such as the [UK](#) and [Austria](#) have introduced a Radioplayer – a joint industry effort that gives radio companies more weight when dealing with car and device manufacturers to ensure radio's presence on the dashboards of tomorrow. [AudioHQ](#) in the US has launched a new In-Home targeted ad network for inventory served on devices such as Sonos WiFi speakers, the Chromecast television add-on and Roku.

## MARKETING MIDDLEWARE: NEW PARTNERS AND NEW SOLUTIONS FOR RADIO



In 2016 marketing teams will increase their use of marketing middleware to allow different marketing technologies to work together and to provide analysis of customer interactions across different types of campaigns. Software developers and marketers have to make sure that audio is part of that ecosystem.

More audio is being created, streamed and shared across multiple sites and services. Now advertisers can access these different moments with Global Radio's [Digital Audio Exchange \(DAX\)](#) – the first digital audio advertising platform for the UK.

## AUDIO BRAND STRATEGIES: BUILDING ON TODAY'S STRENGTHS FOR TOMORROW'S GROWTH



Marketers are increasingly turning their attention to audio as a sophisticated and effective advertising platform with unique touchpoints and the ability to reach people where other media cannot.

With 93% reach and 52% share of time spent listening (US data), broadcast radio is the king of all audio, and we will see more and more creative cases of radio communication from advertisers such as [KFC](#), McDonald's, [Burger King](#), Unilever, [Mondelēz](#), eBay, [PayPal](#) and many others who have already increased their investments in radio.

Compiled by  
**egta - association of television and radio sales houses**  
Rue des Comédiens, 22 boîte 4 - 1000 Brussels  
T: + 32 2 290 31 31 - [www.egta.com](http://www.egta.com)

**egta.**